

# WHOLESALE



QUALITY—  
THE KEY  
ELEMENTS

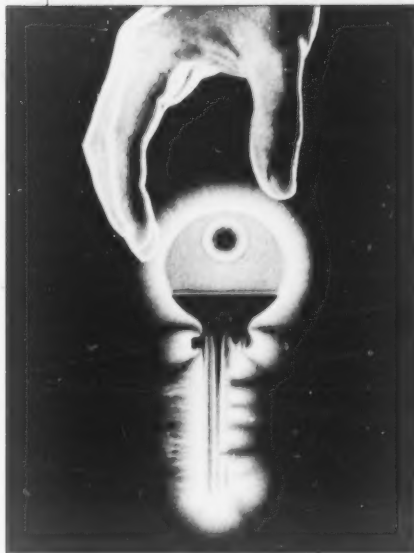
SELECTING A VAN  
CABLING BASICS

# ELECTRICAL

## WHOLESALE

### FEATURES

#### COVER STORY



#### 37 QUALITY—THE KEY ELEMENTS

To get a quality process underway, a distributor must adopt an entirely new way of doing business.

#### INDUSTRY STATS

#### 43 REGIONAL FACTBOOK

A compendium of data that tells you electrical wholesalers' sales, market mix, product mix and customer mix, as well as employment in major end-user markets by region, state and local area.

### IN BUSINESS

#### SALES

##### ■ SALES TOOLS

#### 58 MAILERS II

This installment on direct mail pieces tells a salesperson how to write one that works.

##### ■ SALES TECHNIQUES

#### 61 WHICH ME IS ME?

When a customer's attitude changes, it may well be that his self-image has changed.

##### ■ TECHNICAL TRAINING

#### 62 CABLING BASICS

Part one of this two-part series on communications cabling covers theory and terminology.

#### MANAGEMENT

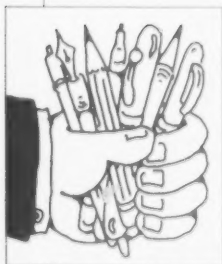
##### ■ MANAGING EDI

#### 66 CHOOSING A VAN

Selecting an electronic mailbox is a distributor's best bet to implement EDI easily.

### DEPARTMENTS

- 8 LETTERS
- 14 TIMES AND TRENDS
- 16 PERSONAL VIEW
- 20 NEWS WATCH
- 26 PRODUCTS
- 30 BULLETIN BOARD
- 49 READER SERVICE
- 73 ADVERTISERS' INDEX
- 74 SPEAKING OUT



■ PAGE 58



■ PAGE 66

Cover photo by  
Al Francekevich

**Chief Editor:**  
Andrea J. Herbert

**Executive Editor:**  
Jim Lucy

**Art Director:**  
Jacqueline A. Sirvio

**Associate Editor:**  
Dean Holstein

**Assistant Editor:**  
Lance Ulanoff

**Contributing Editors:**  
Dale E. Funk  
Timothy Kasen

**Contributing Authors:**  
Robert Footlik  
Ron Friedman  
Pat Gill  
Gordon Graham  
John J. McCarthy  
James B. Newton  
Bill Novak  
Dr. Don A. Rice  
William H. Younger

**Special Assignment Writers:**  
Carolyn Brown  
Brendan Read

**Directory of Electrical Wholesale Distributors:**  
Bernadette Sabatino

# ELECTRICAL WHOLESALE

## THE PUBLISHER'S NOTE



**T**welve years ago, our chief editor Andrea Herbert had a vision: To give ELECTRICAL WHOLESALE's readers a way to measure the market for electrical product sales in their territories. And it had to be a way that was easy to understand and simple to use.

Out of that vision came our Market Planning Guide—or MPG, as many readers familiarly call it. First published in 1979 and now an industry standard, our annual November MPG issue contains sales figures for hundreds of markets, right down to the local area. And it gives our readers a series of multipliers by which to judge for themselves the size of their territories. Thousands of dollars of research and over a hundred hours of time go into the preparation of the data for this issue.

At the time, back 12 years ago, it was a radical idea. Market planning was seldom practiced. Market research was rare in this market. Most electrical wholesalers flew by the seat of their pants. Today, distributors, manufacturers and manufacturers' reps alike use our data to analyze their markets and set their business plans.

We are proud to bring this data to you as part of the service we offer the electrical industry.

*Rich Hathaway*

RICH HATHAWAY, Publisher

**Group Vice President:**  
Eric Jacobson

**Group Publisher:**  
Richard A. Hathaway

**Associate Publisher/  
Editorial Director:**  
Thomas F. Preston

**Advertising Sales  
Manager:**  
E.F. (Ned) Camuti

**Director of  
Marketing:**  
Joseph Turco

**Corporate Circulation  
Director:**  
Sandra Stewart

**President:**  
R.J. Hancock

## AN INTERTEC MARKET-DIRECTED PUBLICATION

**ELECTRICAL WHOLESALE** (ISSN 0013 4430) (with Wholesaler's Salesman) published monthly by Intertec Publishing Corp.  
**SUBSCRIPTIONS:** Available only by paid subscription. Publisher reserves the right to refuse nonqualified subscriptions. Subscriptions to ELECTRICAL WHOLESALE solicited only from persons engaged in wholesale distribution of electrical equipment, supplies and appliances. Position and company connection must be indicated on subscription orders forwarded to the address below. Subscription rates for individuals in the field of the publication: U.S., U.S.P. & Caribbean: \$12.00 per year (single copies, \$5.00); all others, \$30.00 per year (single copies, \$10.00); Canada CDS: \$14.00 per year (single copies, \$6.00); overseas rates available on request.

**EXECUTIVE, EDITORIAL, CIRCULATION AND ADVERTISING OFFICES:** 888 Seventh Avenue, New York, N.Y. 10106. Telephone: (212) 332-0600.

**PUBLICATION OFFICE:** 888 Seventh Ave., New York, N.Y. 10106. Second class postage paid at New York, N.Y. and additional mailing offices. Title reg. ® in U.S. Patent Office. © Copyright 1991 by Intertec Publishing Corp. All rights reserved.

**PERMISSIONS:** Where necessary, permission is granted by the copyright owner for libraries and others registered with the Copyright Clearance Center (CCC), 21 Congress Street, Salem, MA 02114, to photocopy any article herein, except individually copyrighted articles, for the flat fee of \$2.25 per copy of the article. Payment should be sent directly to the CCC. Copying done for other than personal or internal reference use without the express permission of Intertec Publishing Corp. is prohibited. Requests for special permission or bulk orders should be addressed to the publisher. ISSN 0013 4430/90 \$2.25.

**UNCONDITIONAL GUARANTEE:** The publisher, upon written request, agrees to refund the part of the subscription price applying to the remaining unfulfilled portion of the subscription if service is unsatisfactory.

**SUBSCRIBERS:** Send change of address notice, correspondence regarding subscription service or subscription orders to ELECTRICAL WHOLESALE, Subscription Manager, P.O. Box 12960, Overland Park, KS 66212. Change of address notices should be sent promptly, provide old as well as new address, include zip code or postal number if any. If possible, attach address label from recent issue. Please allow 4 to 12 weeks for change of address to become effective.

**Notice:** Allow 4 to 12 weeks for shipment of first issue on subscription, reprints, books, or changes of address.  
**Postmaster:** Please send address changes to ELECTRICAL WHOLESALE, Subscription Manager, P.O. Box 12960, Overland Park, KS 66212.

**PLEASE NOTE:** National Electrical Code, NE Code and NEC refer to the National Electrical Code, which is a registered trademark of the National Fire Protection Association.

## Editorial/Publishing Offices:

888 Seventh Avenue  
New York, NY 10106  
(212) 332-0600  
Fax: (212) 332-0663

**Subscription Service:**  
(800) 553-1945

## Ad Production Offices:

Intertec Publishing  
9221 Quivira Road  
Overland Park, KS  
66215  
(913) 541-6631  
Fax: (913) 541-6697

**Classified Advertising:**  
(212) 332-0615

**Back Issues:**  
(800) 553-1945

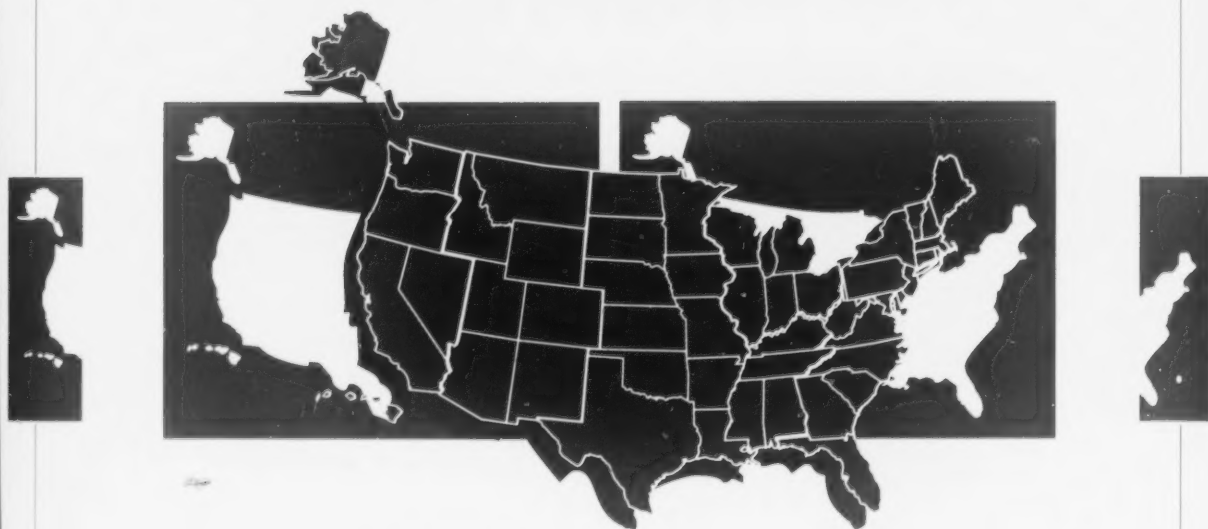
**Editorial Reprints:**  
(212) 332-0639

**INTERTEC  
PUBLISHING**

**ABP**  
Association  
of Business  
Publishers

**A**  
Audit Bureau  
of Circulations

# REGIONAL FACTBOOK



■ This Regional Factbook contains many of the figures a researcher will need to figure out the size of the market for electrical goods in his area.

Here's what can be found by region in the following tables:

- How the typical full-line electrical wholesaler divides up sales—by product line, by customer type and by end-use market.

- ELECTRICAL WHOLESALING's estimates on 1991 employment in four end-use markets important to electrical wholesalers.

- The latest data on electrical wholesalers' sales, including forecasts for this year and 1992.

The Regional Factbook contains data for the nation, nine regions, 50 states and 283 local market areas. A national summary appears at the end of this introductory section. Data grouped by region follow.

All sales data in this Regional Factbook have the 1987 Census of Wholesale Trade as their benchmark. That means the sales data series in effect "starts fresh" with a new set of

sales numbers for 1987. We then carry the figures forward from there based on the forecasts electrical distributors provide to us in interim years. The next Census of Wholesale Trade will be taken in 1992; and if the government holds true to form in this massive data collection and tabulation effort, the results should be available to use in late 1994. Until that time, the 1987 figures will serve as our "starting point." These 1987 Census figures for electrical wholesalers' sales were recorded in our tables in last year's Regional Factbook; readers may refer to our November 1990 issue if they need those numbers. Estimates for sales in 1988, 1989 and 1990 shown in this issue, along with forecasts for 1991 and 1992 are based on ELECTRICAL WHOLESALING surveys of electrical distributors.

Users of the data in this Regional Factbook should note that the metropolitan areas listed almost always include the central city plus surrounding counties. For example the definition for Newark, N.J., says it covers Essex,

Morris, Sussex and Union counties in New Jersey, which reaches from the central port city across the state to the farm country at New Jersey's border with Pennsylvania. That's a much broader area than most people would assume at first glance. These metropolitan areas are grouped according to the government's MSA (Metropolitan Statistical Area) system.

The sales data benchmarks are the figures for the MSAs as they were defined in 1987, when the Census of Wholesale Trade was taken. The employment data in the Regional Factbook are based on the 1991 *Employment and Earnings*, put out by the U.S. Department of Labor; and it uses the most current definitions for MSAs.

In most cases, the definitions for the territory covered by the sales figures and the employment data are the same. For some, however, a county may have been added or deleted. These changing definitions should present no real difficulty—they simply represent the natural evolution of the marketplace. □



## PRODUCT MIX

## ■ Distributors sell a full market basket

|                                                                  | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|------------------------------------------------------------------|--------|-------------|-----------------|--------------------|--------------------|----------------|--------------------|--------------------|----------|---------|
| Residential lighting fixtures                                    | 4.0%   | 5.2%        | 3.9%            | 5.4%               | 1.7%               | 4.5%           | 1.6%               | 1.8%               | 1.6%     | 2.8%    |
| C/I lighting fixtures                                            | 7.6%   | 9.0%        | 10.7%           | 7.6%               | 6.1%               | 5.4%           | 4.0%               | 8.6%               | 3.8%     | 6.5%    |
| Outdoor lighting fixtures                                        | 2.8%   | 5.6%        | 3.3%            | 1.8%               | 2.6%               | 2.4%           | 1.3%               | 3.0%               | 1.8%     | 1.7%    |
| Lamps                                                            | 6.4%   | 7.4%        | 8.5%            | 6.0%               | 5.6%               | 5.0%           | 7.6%               | 6.7%               | 5.1%     | 5.2%    |
| Ballasts                                                         | 1.7%   | 1.4%        | 1.4%            | 1.1%               | 1.9%               | 1.9%           | 1.6%               | 2.0%               | 1.9%     | 2.9%    |
| Building wire                                                    | 8.9%   | 10.8%       | 7.3%            | 7.0%               | 7.4%               | 9.2%           | 5.5%               | 11.5%              | 7.6%     | 11.4%   |
| Portable cords and cables, cord sets                             | 1.6%   | 1.6%        | 1.4%            | 1.4%               | 1.5%               | 1.8%           | 3.4%               | 1.8%               | 2.3%     | 2.5%    |
| Power cable (includes service entrance)                          | 2.9%   | 4.1%        | 2.4%            | 2.7%               | 1.1%               | 4.2%           | 5.3%               | 3.3%               | 2.5%     | 1.5%    |
| Specialty wire (telephone, fiber optic, electronic, undercarpet) | 1.0%   | 2.9%        | 1.0%            | 1.1%               | .5%                | .8%            | .4%                | .6%                | .7%      | .3%     |
| Lugs, connectors and terminations                                | 1.4%   | 1.3%        | 1.1%            | 1.3%               | .8%                | 1.4%           | 1.1%               | 2.0%               | 1.8%     | 4.1%    |
| Fasteners and hangers                                            | .7%    | .6%         | .8%             | .7%                | .5%                | .6%            | .5%                | 1.2%               | 1.4%     | .4%     |
| Pole line hardware/utility supplies                              | 3.4%   | .2%         | .3%             | 4.2%               | 6.4%               | 4.1%           | 1.8%               | 5.2%               | 7.9%     | .1%     |
| Electrical tape, insulating materials                            | .9%    | .9%         | .8%             | 1.1%               | 1.0%               | 1.0%           | 1.5%               | 1.0%               | .9%      | .9%     |
| Metal conduit (rigid and flexible) and EMT                       | 3.8%   | 3.1%        | 3.6%            | 5.2%               | 3.1%               | 3.0%           | 4.0%               | 3.6%               | 4.2%     | 4.2%    |
| Nonmetallic conduit                                              | 1.6%   | 2.3%        | 1.8%            | .8%                | 1.6%               | 1.4%           | .6%                | 1.8%               | 1.8%     | 2.4%    |
| Conduit fittings and bodies                                      | 3.0%   | 2.7%        | 2.7%            | 3.2%               | 1.9%               | 3.2%           | 4.1%               | 3.6%               | 3.2%     | 3.2%    |
| Elbows, couplings and nipples                                    | .9%    | 1.2%        | .8%             | 1.0%               | 1.0%               | 1.0%           | .6%                | .9%                | 1.4%     | 1.0%    |
| Boxes                                                            | 1.9%   | 1.5%        | 2.3%            | 2.3%               | 1.9%               | 1.9%           | 1.4%               | 1.4%               | 2.1%     | 1.4%    |
| Enclosures                                                       | 2.3%   | 2.9%        | 2.2%            | 1.7%               | 2.7%               | 1.8%           | 1.7%               | 2.2%               | 3.8%     | 4.8%    |
| Panelboards                                                      | 3.7%   | 3.7%        | 2.7%            | 2.0%               | 4.2%               | 3.7%           | 3.2%               | 5.9%               | 2.8%     | 4.3%    |
| Safety switches                                                  | 2.1%   | 1.3%        | 1.8%            | 1.7%               | 2.7%               | 3.0%           | 1.7%               | 2.0%               | 2.2%     | 2.0%    |
| Switchgear                                                       | 3.5%   | 3.1%        | 3.3%            | 3.2%               | 4.5%               | 3.1%           | 6.0%               | 3.6%               | 3.7%     | 3.5%    |
| Circuit breakers (including GFI) and load centers                | 4.3%   | 2.8%        | 5.0%            | 4.2%               | 2.5%               | 4.8%           | 5.2%               | 5.2%               | 3.3%     | 3.2%    |
| Fuses                                                            | 1.9%   | 1.1%        | 1.7%            | 1.6%               | 1.8%               | 2.4%           | 3.1%               | 2.0%               | 2.5%     | 2.1%    |
| Transformers (except ballasts)                                   | 2.2%   | 1.6%        | 1.9%            | 2.0%               | 5.2%               | 1.6%           | 2.6%               | 1.9%               | 3.6%     | 1.8%    |

## ■ Product Mix-continued

|                                                           | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|-----------------------------------------------------------|--------|-------------|-----------------|--------------------|--------------------|----------------|--------------------|--------------------|----------|---------|
| Bus duct                                                  | .6%    | .6%         | .6%             | .5%                | .7%                | .8%            | .5%                | .9%                | .2%      | .1%     |
| Motor controls, starters and relays                       | 7.3%   | 4.8%        | 9.4%            | 7.5%               | 6.9%               | 8.7%           | 10.5%              | 5.8%               | 5.5%     | 7.8%    |
| Programmable logic controllers                            | 3.9%   | 4.8%        | 3.5%            | 6.2%               | 4.2%               | 2.2%           | 6.1%               | 3.4%               | 1.3%     | 3.8%    |
| Industrial computers                                      | .3%    | .1%         | .3%             | .2%                | .3%                | .2%            | .6%                | .2%                | 1.3%     | .7%     |
| Motors and drives                                         | 1.6%   | .7%         | 1.2%            | 1.8%               | 5.0%               | 1.8%           | 2.6%               | .9%                | .8%      | .4%     |
| Wiring devices (includes GFI types)                       | 3.5%   | 2.8%        | 3.6%            | 3.4%               | 2.6%               | 4.3%           | 3.0%               | 1.9%               | 5.6%     | 5.3%    |
| UPS, computer power conditioning and protection equipment | .4%    | .4%         | .5%             | .2%                | .2%                | .4%            | .5%                | .7%                | 1.1%     | .7%     |
| Instruments and test equipment                            | .5%    | .3%         | .3%             | .5%                | .5%                | .5%            | 2.0%               | .7%                | 1.7%     | .2%     |
| Tools (power and manual)                                  | 1.0%   | 1.0%        | 1.1%            | 1.0%               | .5%                | 1.3%           | .5%                | .6%                | 1.6%     | .6%     |
| Electric heating equipment                                | .8%    | 1.3%        | 1.5%            | .7%                | .6%                | .7%            | .5%                | .1%                | .8%      | .5%     |
| Air conditioners                                          | .2%    | .2%         | †               | .2%                | .7%                | .1%            | †                  | †                  | .2%      | .4%     |
| Fans and ventilating equipment                            | 1.1%   | 1.0%        | 1.0%            | 1.0%               | .8%                | 1.7%           | .4%                | .6%                | 1.6%     | .2%     |
| Sound, signal/alarm and communications equipment          | .5%    | .7%         | .6%             | .3%                | .8%                | .5%            | .2%                | .7%                | 1.0%     | .3%     |
| Electric generator sets                                   | .2%    | .2%         | 1.2%            | †                  | †                  | .1%            | †                  | †                  | †        | †       |
| Electrical appliances, housewares, table lamps            | .4%    | 1.3%        | †               | .1%                | †                  | .6%            | .1%                | .4%                | †        | .2%     |
| Electronic products                                       | 1.0%   | .3%         | .5%             | 2.0%               | 4.3%               | .5%            | 1.8%               | .1%                | .2%      | .4%     |
| Other                                                     | 2.3%   | .9%         | 2.0%            | 4.2%               | 1.6%               | 2.3%           | 1.1%               | .2%                | 3.1%     | 4.3%    |

Data for all types of electrical wholesalers

† Less than .1%

## CUSTOMER MIX

### ■ Distributors sell to a broad cross-section of businesses

|                                           | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|-------------------------------------------|--------|-------------|-----------------|--------------------|--------------------|----------------|--------------------|--------------------|----------|---------|
| Electrical contractors                    | 40.8%  | 39.6%       | 41.4%           | 35.5%              | 45.1%              | 42.9%          | 43.3%              | 42.3%              | 47.9%    | 35.2%   |
| Non-electrical contractors                | 6.5%   | 5.8%        | 6.8%            | 5.5%               | 5.7%               | 7.4%           | 8.1%               | 5.2%               | 5.0%     | 5.7%    |
| Commercial/institutional accounts         | 7.9%   | 9.7%        | 8.0%            | 7.6%               | 7.7%               | 7.9%           | 7.6%               | 5.8%               | 7.4%     | 8.0%    |
| Industrials (for maintenance and repair)  | 18.4%  | 18.6%       | 17.7%           | 23.1%              | 15.4%              | 18.3%          | 18.0%              | 16.7%              | 19.0%    | 15.2%   |
| Industrials (for OEM)                     | 6.9%   | 6.8%        | 7.7%            | 11.8%              | 4.8%               | 3.6%           | 3.8%               | 6.2%               | 4.3%     | 8.4%    |
| Utilities (private, REA, PUD, municipals) | 3.9%   | 3.4%        | 2.3%            | 2.9%               | 8.4%               | 4.4%           | 3.3%               | 6.4%               | 4.2%     | 4.2%    |
| General public (retail)                   | 4.4%   | 5.8%        | 5.3%            | 4.0%               | 3.0%               | 5.0%           | 4.7%               | 3.4%               | 2.5%     | 4.3%    |
| Retailers (for resale)                    | 4.5%   | 3.2%        | 3.5%            | 4.0%               | 5.0%               | 4.0%           | 5.5%               | 5.2%               | 3.0%     | 7.3%    |
| Government (federal, state, local)        | 3.5%   | 2.9%        | 3.2%            | 2.9%               | 3.8%               | 3.4%           | 3.4%               | 3.2%               | 4.8%     | 4.4%    |
| Other wholesalers                         | 1.8%   | 1.4%        | 2.0%            | 2.0%               | .9%                | 1.4%           | 1.5%               | 2.1%               | 1.5%     | 3.5%    |
| Export                                    | .8%    | .3%         | 1.8%            | .3%                | .1%                | 1.1%           | .2%                | 1.0%               | .2%      | 2.7%    |
| Others                                    | .6%    | 2.5%        | .3%             | .4%                | .1%                | .6%            | .6%                | 2.5%               | .2%      | 1.1%    |

Data for all types of electrical wholesalers

# REGIONAL FACTBOOK

## MARKET MIX

### ■ The products distributors sell have a variety of end uses

|                                                   | NATION | NEW<br>ENGLAND | MIDDLE<br>ATLANTIC | EAST NORTH<br>CENTRAL | WEST NORTH<br>CENTRAL | SOUTH<br>ATLANTIC | EAST SOUTH<br>CENTRAL | WEST SOUTH<br>CENTRAL | MOUNTAIN | PACIFIC |
|---------------------------------------------------|--------|----------------|--------------------|-----------------------|-----------------------|-------------------|-----------------------|-----------------------|----------|---------|
| Residential new construction                      | 16.7%  | 16.1%          | 11.4%              | 5.5%                  | 20.4%                 | 19.2%             | 21.5%                 | 9.8%                  | 23.6%    | 19.1%   |
| Industrial new construction                       | 13.6%  | 19.0%          | 10.5%              | 11.5%                 | 11.5%                 | 16.1%             | 17.1%                 | 11.5%                 | 8.5%     | 9.0%    |
| Commercial/office new construction                | 14.5%  | 18.0%          | 16.2%              | 9.6%                  | 15.6%                 | 17.0%             | 19.2%                 | 13.0%                 | 17.5%    | 15.1%   |
| Industrial maintenance and repair supplies        | 20.3%  | 18.9%          | 20.4%              | 28.8%                 | 11.6%                 | 21.4%             | 16.0%                 | 21.4%                 | 15.5%    | 13.6%   |
| Commercial/institutional customers                | 5.6%   | 8.4%           | 7.3%               | 5.7%                  | 6.6%                  | 5.0%              | 6.2%                  | 5.5%                  | 6.9%     | 3.1%    |
| Industrial or commercial renovation/retrofit      | 7.2%   | 8.0%           | 9.1%               | 9.8%                  | 5.3%                  | 6.4%              | 6.2%                  | 8.4%                  | 6.8%     | 8.8%    |
| OEMs (for use in the products they make)          | 7.1%   | 4.0%           | 8.5%               | 17.3%                 | 5.1%                  | 3.9%              | 1.0%                  | 7.0%                  | 2.0%     | 10.9%   |
| Utilities                                         | 5.0%   | 8%             | 2.5%               | 1.9%                  | 14.4%                 | 2.2%              | 5.2%                  | 14.4%                 | 5.0%     | 1.6%    |
| Government                                        | 2.3%   | 8%             | 2.5%               | 3.1%                  | 2.4%                  | 3.0%              | 2.3%                  | 1.3%                  | 3.8%     | 2.3%    |
| Retailers (for resale)                            | 2.2%   | 1.0%           | 1.7%               | 3.3%                  | 1.4%                  | 5%                | 1.8%                  | 1.4%                  | 3.4%     | 12.4%   |
| Export                                            | 1.0%   | +              | 4.1%               | 6%                    | 3%                    | 5%                | +                     | 2.9%                  | 6%       | 5%      |
| Retail trade/lighting showroom/<br>D-I-Y supplies | 3.2%   | 4.4%           | 4.8%               | 1.5%                  | 3.0%                  | 3.4%              | 1.7%                  | 1.4%                  | 6.4%     | 2.6%    |
| Other wholesalers                                 | 1.0%   | 5%             | 9%                 | 8%                    | 16%                   | 9%                | 1.8%                  | 1.6%                  | 1.3%     | 6%      |
| Other                                             | 5%     | 1%             | 1%                 | 4%                    | 1.4%                  | 7%                | +                     | 2%                    | 1%       | 4%      |

Data for full-line electrical wholesalers only

† Less than .1%

## NOTES

C—sales figures for Boulder-Longmont, Colo., combined with those for Denver  
 NA—no 1987 Census of Wholesale Trade data available on S.I.C. 5063 from which to make estimates  
 NR—not reported  
 EC—electrical contractor employees

M—manufacturing employees  
 F/S/RT—employment in finance, insurance, real estate, services and retail trade  
 G—government employees  
 Sales given in millions of dollars

**Market Planning Guide  
 REPRINTS**  
**with worksheets and instructions  
 are available at \$3.00 each**

This is a reduced cost provided through the sponsorship of

**SYLVANIA LIGHTING**

**CALL: Ms. Edith Jones (913) 541-6630**  
**Quantity Discounts Available**



CONNECTICUT  
MAINE  
MASSACHUSETTS  
NEW HAMPSHIRE  
RHODE ISLAND  
VERMONT

## ELECTRICAL WHOLESALERS' SALES

## EMPLOYMENT 1991

### ■ Nation

|                    | EW estimates    |                 |                 | EW forecasts    |                 | in thousands   |                 |                 |                 |
|--------------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|
|                    | 1988            | 1989            | 1990            | 1991            | 1992            | EC             | M               | F/S/RT          | G               |
| NEW ENGLAND        | \$2,181.5       | \$2,201.2       | \$2,053.6       | \$1,968.3       | \$2,029.6       | 18,520         | 1,146.7         | 3,319.8         | 883.8           |
| MIDDLE ATLANTIC    | 6,118.2         | 6,494.5         | 6,286.6         | 6,017.2         | 6,365.4         | 73,960         | 2,611.4         | 8,784.9         | 2,759.7         |
| EAST NORTH CENTRAL | 6,202.0         | 6,878.2         | 6,767.9         | 6,734.8         | 7,175.1         | 76,830         | 4,115.4         | 9,108.2         | 2,898.1         |
| WEST NORTH CENTRAL | 1,989.4         | 2,148.2         | 2,317.7         | 2,338.6         | 2,489.7         | 30,800         | 1,375.1         | 3,956.0         | 1,468.7         |
| SOUTH ATLANTIC     | 6,327.2         | 6,740.2         | 6,742.6         | 6,247.3         | 6,678.6         | 100,030        | 3,015.4         | 9,812.4         | 3,707.7         |
| EAST SOUTH CENTRAL | 1,837.2         | 1,942.9         | 2,045.8         | 1,969.7         | 2,073.0         | 24,140         | 1,414.4         | 2,655.9         | 1,170.4         |
| WEST SOUTH CENTRAL | 3,481.2         | 3,850.0         | 4,176.3         | 4,355.6         | 4,581.1         | 49,100         | 1,558.9         | 5,062.1         | 2,095.1         |
| MOUNTAIN           | 1,607.0         | 1,677.5         | 1,755.4         | 1,821.1         | 1,910.1         | 25,925         | 642.5           | 3,065.3         | 1,178.9         |
| PACIFIC            | 6,158.1         | 7,027.0         | 7,433.4         | 6,955.4         | 7,323.5         | 77,455         | 2,647.0         | 8,702.5         | 2,972.0         |
| <b>NATION</b>      | <b>35,901.9</b> | <b>38,959.9</b> | <b>39,579.2</b> | <b>38,408.0</b> | <b>40,626.1</b> | <b>476,760</b> | <b>18,526.8</b> | <b>54,467.3</b> | <b>19,134.4</b> |

### ■ New England

|                      | EW estimates     |                  |                  | EW forecasts     |                  | in thousands  |                |                |              |
|----------------------|------------------|------------------|------------------|------------------|------------------|---------------|----------------|----------------|--------------|
|                      | 1988             | 1989             | 1990             | 1991             | 1992             | EC            | M              | F/S/RT         | G            |
| <b>NEW ENGLAND</b>   | <b>\$2,181.5</b> | <b>\$2,201.2</b> | <b>\$2,053.6</b> | <b>\$1,968.3</b> | <b>\$2,029.6</b> | <b>18,520</b> | <b>1,146.7</b> | <b>3,319.8</b> | <b>883.8</b> |
| <b>CONNECTICUT</b>   | <b>657.9</b>     | <b>647.9</b>     | <b>624.0</b>     | <b>617.1</b>     | <b>633.4</b>     | <b>4,830</b>  | <b>326.6</b>   | <b>851.3</b>   | <b>214.1</b> |
| BRIDGEPORT           | 152.1            | 149.8            | 144.3            | 142.7            | 146.4            | 570           | 46.1           | 95.5           | 19.8         |
| HARTFORD             | 205.0            | 220.4            | 212.3            | 209.9            | 215.5            | 1,215         | 80.7           | 259.1          | 64.7         |
| NEW BRITAIN          | NA               | NA               | NA               | NA               | NA               | 350           | 17.5           | 27.4           | 7.1          |
| NEW HAVEN-WEST HAVEN | 109.1            | 107.5            | 103.5            | 102.4            | 105.1            | 740           | 42.0           | 137.8          | 32.1         |
| STAMFORD             | 44.1             | 43.4             | 41.8             | 41.3             | 42.4             | 350           | 18.6           | 72.4           | 10.4         |
| WATERBURY            | NA               | NA               | NA               | NA               | NA               | 265           | 18.2           | 39.8           | 13.0         |
| <b>MAINE</b>         | <b>123.8</b>     | <b>127.7</b>     | <b>125.1</b>     | <b>115.2</b>     | <b>118.9</b>     | <b>1,510</b>  | <b>94.9</b>    | <b>251.7</b>   | <b>95.0</b>  |
| LEWISTON-AUBURN      | NA               | NA               | NA               | NA               | NA               | 110           | 8.3            | 20.6           | 4.3          |
| PORTLAND             | 50.6             | 52.3             | 51.2             | 47.1             | 48.7             | 340           | 15.7           | 70.3           | 15.9         |
| <b>MASSACHUSETTS</b> | <b>1,078.9</b>   | <b>1,106.7</b>   | <b>1,003.6</b>   | <b>954.0</b>     | <b>986.0</b>     | <b>8,845</b>  | <b>489.9</b>   | <b>1,614.3</b> | <b>389.1</b> |
| BOSTON               | 682.3            | 716.5            | 649.7            | 617.6            | 638.3            | 4,700         | 226.6          | 979.5          | 195.2        |
| BROCKTON             | NA               | NA               | NA               | NA               | NA               | 240           | 8.2            | 36.0           | 11.6         |
| FALL RIVER           | NA               | NA               | NA               | NA               | NA               | 185           | 13.2           | 24.3           | 7.0          |
| FITCHBURG-LEOMINSTER | NA               | NA               | NA               | NA               | NA               | 150           | 10.4           | 16.7           | 4.5          |
| LAWRENCE-HAVERHILL   | 61.8             | 63.4             | 57.5             | 54.7             | 56.5             | 520           | 42.0           | 67.1           | 20.0         |
| LOWELL               | NA               | NA               | NA               | NA               | NA               | 370           | 29.1           | 39.5           | 13.4         |
| NEW BEDFORD          | NA               | NA               | NA               | NA               | NA               | 240           | 15.3           | 29.3           | 9.4          |
| PITTSFIELD           | NA               | NA               | NA               | NA               | NA               | 130           | 8.9            | 21.9           | 5.0          |
| SALEM-GLOUCESTER     | 33.6             | 34.4             | 31.2             | 29.7             | 30.7             | NR            | NR             | NR             | NR           |
| SPRINGFIELD          | 87.5             | 89.7             | 76.2             | 72.4             | 76.2             | 760           | 43.7           | 120.4          | 37.8         |
| WORCESTER            | 97.9             | 100.4            | 91.1             | 86.6             | 89.5             | 575           | 37.9           | 95.4           | 23.9         |
| <b>NEW HAMPSHIRE</b> | <b>132.4</b>     | <b>131.7</b>     | <b>124.1</b>     | <b>117.3</b>     | <b>121.2</b>     | <b>1,110</b>  | <b>99.4</b>    | <b>250.1</b>   | <b>75.6</b>  |
| MANCHESTER           | NA               | NA               | NA               | NA               | NA               | 140           | 10.8           | 47.4           | 9.0          |
| NASHUA               | NA               | NA               | NA               | NA               | NA               | 120           | 28.6           | 38.8           | 7.8          |

Sales given in millions of dollars.

# REGIONAL FACTBOOK

## MIDDLE ATLANTIC



NEW JERSEY  
NEW YORK  
PENNSYLVANIA

## EAST NORTH CENTRAL



ILLINOIS  
INDIANA  
MICHIGAN  
OHIO  
WISCONSIN

### ■ New England-continued

|                                | EW estimates |       |       | EW forecasts |      | in thousands |      |        |      |
|--------------------------------|--------------|-------|-------|--------------|------|--------------|------|--------|------|
|                                | 1988         | 1989  | 1990  | 1991         | 1992 | EC           | M    | F/S/RT | G    |
| PORTSMOUTH-DOVER-ROCHESTER     | NA           | NA    | NA    | NA           | NA   | 220          | 19.9 | 51.3   | 26.2 |
| RHODE ISLAND                   | 110.4        | 107.6 | 101.9 | 94.2         | 97.2 | 1,390        | 91.9 | 228.6  | 64.9 |
| PAWTUCKET-WOONSOCKET-ATTLEBORO | NA           | NA    | NA    | NA           | NA   | 325          | 43.5 | 51.7   | 11.7 |
| PROVIDENCE                     | 76.9         | 74.9  | 71.0  | 65.6         | 67.7 | 1,075        | 59.3 | 167.5  | 47.3 |
| VERMONT                        | 78.0         | 79.6  | 74.9  | 70.6         | 72.8 | 840          | 44.0 | 123.8  | 45.1 |
| BARRE-MONTPELIER               | NA           | NA    | NA    | NA           | NA   | 135          | 4.4  | 16.4   | 8.1  |
| BURLINGTON                     | NA           | NA    | NA    | NA           | NA   | 255          | 15.1 | 40.5   | 12.5 |

### ■ Middle Atlantic

|                              | EW estimates |           |           | EW forecasts |           | in thousands |         |         |         |
|------------------------------|--------------|-----------|-----------|--------------|-----------|--------------|---------|---------|---------|
|                              | 1988         | 1989      | 1990      | 1991         | 1992      | EC           | M       | F/S/RT  | G       |
| MIDDLE ATLANTIC              | \$6,118.2    | \$6,494.5 | \$6,286.6 | \$6,017.2    | \$6,365.4 | 73,960       | 2,611.4 | 8,784.9 | 2,759.7 |
| NEW JERSEY                   | 1,661.9      | 1,682.8   | 1,590.2   | 1,473.4      | 1,561.3   | 14,680       | 559.2   | 1,819.5 | 575.0   |
| ATLANTIC CITY                | NA           | NA        | NA        | NA           | NA        | 400          | 6.9     | 111.5   | 27.5    |
| BERGEN-PASSAIC               | 392.4        | 397.3     | 375.4     | 347.9        | 368.6     | 2,070        | 126.9   | 325.0   | 70.3    |
| CAMDEN                       | NA           | NA        | NA        | NA           | NA        | 1,985        | 63.7    | 224.1   | 78.5    |
| JERSEY CITY                  | 82.4         | 83.5      | 78.9      | 73.1         | 77.5      | 845          | 35.7    | 103.5   | 41.1    |
| MIDDLESEX-SOMERSET-HUNTERDON | 253.9        | 253.7     | 239.8     | 222.2        | 235.4     | 2,480        | 103.5   | 251.9   | 78.7    |
| MONMOUTH-OCEAN               | 77.0         | 77.9      | 73.6      | 68.2         | 72.3      | 1,210        | 23.6    | 182.8   | 66.5    |
| NEWARK                       | 472.2        | 486.9     | 471.6     | 451.2        | 487.4     | 4,995        | 148.5   | 464.4   | 136.3   |
| TRENTON                      | 71.5         | 72.4      | 68.4      | 63.3         | 67.1      | 365          | 25.2    | 93.0    | 56.3    |
| VINELAND-MILLVILLE-BRIDGETON | NA           | NA        | NA        | NA           | NA        | 770          | 14.2    | 23.4    | 12.9    |
| NEW YORK                     | 2,830.7      | 3,049.6   | 2,990.0   | 2,967.3      | 3,123.9   | 39,050       | 1,081.8 | 4,306.4 | 1,473.7 |
| ALBANY-SCHENECTADY-TROY      | 111.9        | 128.0     | 132.0     | 139.7        | 149.4     | 1,365        | 46.5    | 208.1   | 114.3   |
| BINGHAMTON                   | NA           | NA        | NA        | NA           | NA        | 560          | 32.5    | 46.1    | 21.5    |
| BUFFALO                      | 134.3        | 144.7     | 141.9     | 140.8        | 148.2     | 1,615        | 72.2    | 245.7   | 76.3    |
| ELMIRA                       | NA           | NA        | NA        | NA           | NA        | 150          | 8.1     | 18.7    | 7.1     |
| GLENS FALLS                  | NA           | NA        | NA        | NA           | NA        | 105          | 9.7     | 20.1    | 9.5     |
| NASSAU-SUFFOLK               | 571.4        | 559.5     | 548.6     | 544.5        | 573.2     | 4,750        | 138.3   | 594.8   | 187.3   |
| NEW YORK                     | 1,482.7      | 1,593.5   | 1,354.5   | 1,343.6      | 1,364.7   | 20,185       | 322.5   | 2,059.3 | 605.7   |
| NIAGARA FALLS                | NA           | NA        | NA        | NA           | NA        | 215          | 21.7    | 35.7    | 13.2    |
| ORANGE COUNTY                | NA           | NA        | NA        | NA           | NA        | 440          | 13.0    | 49.0    | 24.4    |
| POUGHKEEPSIE                 | NA           | NA        | NA        | NA           | NA        | 500          | 29.6    | 50.4    | 24.8    |
| ROCHESTER                    | 147.9        | 159.4     | 156.3     | 155.1        | 163.3     | 1,825        | 131.8   | 223.6   | 69.9    |
| ROCKLAND COUNTY              | 65.9         | 71.0      | 69.6      | 69.0         | 72.7      | 470          | 14.6    | 48.3    | 21.2    |
| SYRACUSE                     | 141.7        | 158.0     | 154.9     | 153.7        | 161.9     | 1,290        | 49.4    | 162.2   | 53.6    |
| UTICA-ROME                   | NA           | NA        | NA        | NA           | NA        | 190          | 21.5    | 56.4    | 30.7    |
| WESTCHESTER COUNTY           | 387.0        | 416.9     | 408.8     | 405.7        | 427.1     | 2,330        | 53.6    | 220.3   | 58.0    |
| PENNSYLVANIA                 | 1,625.6      | 1,762.2   | 1,706.4   | 1,576.5      | 1,680.2   | 20,230       | 970.4   | 2,659.0 | 711.0   |

# ■ Middle Atlantic-continued

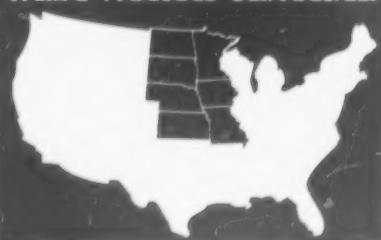
|                       | EW estimates |         |         | EW forecasts |         | in thousands |       |         |       |
|-----------------------|--------------|---------|---------|--------------|---------|--------------|-------|---------|-------|
|                       | 1988         | 1989    | 1990    | 1991         | 1992    | EC           | M     | F/S/RT  | G     |
| ALLENTOWN-BETHLEHEM   | 94.9         | 99.7    | 96.6    | 89.2         | 95.1    | 1,290        | 73.6  | 140.8   | 32.8  |
| ALTOONA               | NA           | NA      | NA      | NA           | NA      | 300          | 10.7  | 25.6    | 7.4   |
| BEAVER COUNTY         | NA           | NA      | NA      | NA           | NA      | 45           | 9.0   | 23.5    | 8.0   |
| ERIE                  | NA           | NA      | NA      | NA           | NA      | 320          | 35.7  | 55.6    | 13.7  |
| HARRISBURG-LEBANON-   |              |         |         |              |         |              |       |         |       |
| CARLISLE              | 102.4        | 109.2   | 110.3   | 106.4        | 110.5   | 855          | 46.9  | 147.0   | 68.6  |
| JOHNSTOWN             | NA           | NA      | NA      | NA           | NA      | 210          | 14.6  | 39.6    | 13.0  |
| LANCASTER             | NA           | NA      | NA      | NA           | NA      | 1,855        | 55.3  | 87.9    | 17.4  |
| PHILADELPHIA          | 1,089.2      | 1,138.2 | 1,095.3 | 968.8        | 1,049.6 | 8,995        | 330.6 | 1,225.0 | 305.8 |
| PITTSBURGH            | 338.1        | 368.0   | 356.4   | 329.2        | 350.9   | 4,620        | 115.3 | 538.9   | 107.2 |
| READING               | NA           | NA      | NA      | NA           | NA      | 545          | 43.6  | 68.1    | 18.8  |
| SCRANTON-WILKES BARRE | NA           | NA      | NA      | NA           | NA      | 1,390        | 66.5  | 148.5   | 42.1  |
| SHARON                | NA           | NA      | NA      | NA           | NA      | NR           | 11.4  | 21.0    | 5.5   |
| STATE COLLEGE         | NA           | NA      | NA      | NA           | NA      | 125          | 8.4   | 22.1    | 23.8  |
| WILLIAMSPORT          | NA           | NA      | NA      | NA           | NA      | 200          | 15.3  | 21.2    | 6.9   |
| YORK                  | NA           | NA      | NA      | NA           | NA      | 590          | 55.5  | 76.5    | 20.0  |

# ■ East North Central

|                          | EW estimates |           |           | EW forecasts |           | in thousands |         |         |         |
|--------------------------|--------------|-----------|-----------|--------------|-----------|--------------|---------|---------|---------|
|                          | 1988         | 1989      | 1990      | 1991         | 1992      | EC           | M       | F/S/RT  | G       |
| EAST NORTH CENTRAL       | \$6,202.0    | \$6,878.2 | \$6,767.9 | \$6,734.8    | \$7,175.1 | 76,830       | 4,115.4 | 9,108.2 | 2,898.1 |
| ILLINOIS                 | 1,929.5      | 2,165.1   | 2,183.2   | 2,196.3      | 2,337.5   | 24,320       | 974.8   | 2,642.2 | 770.6   |
| AURORA-ELGIN             | 58.3         | 65.4      | 66.0      | 66.4         | 70.6      | 750          | 38.2    | 71.8    | 16.9    |
| BLOOMINGTON-NORMAL       | NA           | NA        | NA        | NA           | NA        | 200          | 7.5     | 36.7    | 13.5    |
| CHAMPAIGN-URBANA         |              |           |           |              |           |              |         |         |         |
| -RANTOUL                 | NA           | NA        | NA        | NA           | NA        | 190          | 9.9     | 35.6    | 36.8    |
| CHICAGO                  | 1,434.5      | 1,617.6   | 1,670.1   | 1,713.6      | 1,850.3   | 16,920       | 555.0   | 1,701.1 | 382.1   |
| DAVENPORT-ROCK ISLAND-   |              |           |           |              |           |              |         |         |         |
| MOLINE                   | 52.5         | 58.9      | 59.4      | 59.7         | 63.6      | 610          | 31.1    | 78.6    | 26.5    |
| DECATUR                  | NA           | NA        | NA        | NA           | NA        | 380          | 14.3    | 22.8    | 6.1     |
| JOLIET                   | NA           | NA        | NA        | NA           | NA        | 985          | 19.3    | 45.7    | 18.0    |
| KANKAKEE                 | NA           | NA        | NA        | NA           | NA        | 140          | 5.8     | 17.7    | 6.6     |
| LAKE COUNTY              | NA           | NA        | NA        | NA           | NA        | 1,210        | 48.5    | 109.0   | 32.0    |
| PEORIA                   | 58.3         | 65.4      | 66.0      | 66.4         | 70.6      | 560          | 33.0    | 73.7    | 17.3    |
| ROCKFORD                 | 56.9         | 63.9      | 64.4      | 64.8         | 69.0      | 470          | 47.3    | 58.0    | 12.9    |
| SPRINGFIELD              | NA           | NA        | NA        | NA           | NA        | 445          | 4.2     | 51.5    | 35.0    |
| INDIANA                  | 894.2        | 1,077.8   | 1,177.0   | 1,235.0      | 1,343.8   | 10,865       | 622.5   | 1,132.6 | 382.9   |
| ANDERSON                 | NA           | NA        | NA        | NA           | NA        | 115          | 16.1    | 22.2    | 7.2     |
| BLOOMINGTON              | NA           | NA        | NA        | NA           | NA        | 220          | 9.1     | 22.9    | 17.7    |
| ELKHART-GOSHEN           | NA           | NA        | NA        | NA           | NA        | 215          | 50.7    | 34.7    | 6.8     |
| EVANSVILLE               | 65.3         | 78.7      | 86.0      | 90.2         | 98.2      | 725          | 31.1    | 69.8    | 13.9    |
| FT. WAYNE                | 67.9         | 81.9      | 89.4      | 93.8         | 102.1     | 760          | 50.2    | 96.3    | 20.0    |
| GARY-HAMMOND             | 51.7         | 62.3      | 68.0      | 71.4         | 77.7      | 2,060        | 55.0    | 113.2   | 34.0    |
| INDIANAPOLIS             | 375.3        | 452.3     | 493.9     | 518.3        | 563.9     | 3,475        | 109.7   | 340.8   | 102.1   |
| KOKOMO                   | NA           | NA        | NA        | NA           | NA        | 60           | 17.4    | 16.8    | 6.8     |
| LAFAYETTE-WEST LAFAYETTE | NA           | NA        | NA        | NA           | NA        | 195          | 13.7    | 27.2    | 19.4    |
| MUNCIE                   | NA           | NA        | NA        | NA           | NA        | 310          | 10.7    | 24.0    | 13.0    |
| SOUTH BEND-MISHAWAKA     | 63.0         | 75.9      | 82.9      | 86.9         | 94.6      | 845          | 20.7    | 68.3    | 12.4    |
| TERRE HAUTE              | NA           | NA        | NA        | NA           | NA        | 175          | 11.0    | 27.1    | 11.0    |
| MICHIGAN                 | 1,213.2      | 1,311.4   | 1,189.7   | 1,110.4      | 1,184.8   | 15,390       | 894.6   | 1,862.6 | 640.4   |
| ANN ARBOR                | NA           | NA        | NA        | NA           | NA        | 360          | 36.1    | 70.3    | 56.7    |
| BATTLE CREEK             | NA           | NA        | NA        | NA           | NA        | 145          | 15.4    | 26.1    | 11.7    |
| BENTON HARBOR            | NA           | NA        | NA        | NA           | NA        | 225          | 20.6    | 29.4    | 9.2     |
| DETROIT                  | 638.1        | 710.3     | 623.3     | 592.8        | 630.1     | 7,575        | 424.6   | 984.3   | 238.9   |
| FLINT                    | NA           | NA        | NA        | NA           | NA        | 480          | 49.8    | 80.4    | 24.1    |
| GRAND RAPIDS             | 136.1        | 147.2     | 133.5     | 124.6        | 133.0     | 1,590        | 100.1   | 169.2   | 34.8    |

# REGIONAL FACTBOOK

## WEST NORTH CENTRAL



IOWA  
KANSAS  
MINNESOTA  
MISSOURI  
NEBRASKA  
NORTH  
DAKOTA  
SOUTH  
DAKOTA

## SOUTH ATLANTIC



DELAWARE  
DISTRICT OF  
COLUMBIA  
FLORIDA  
GEORGIA  
MARYLAND  
NORTH  
CAROLINA  
SOUTH  
CAROLINA  
VIRGINIA  
WEST VIRGINIA

### East North Central-continued

|                          | EW estimates   |                |                | EW forecasts   |                | in thousands  |                |                |              |
|--------------------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|--------------|
|                          | 1988           | 1989           | 1990           | 1991           | 1992           | EC            | M              | F/S/RT         | G            |
| JACKSON                  | NA             | NA             | NA             | NA             | NA             | 200           | 12.1           | 23.3           | 10.2         |
| KALAMAZOO                | NA             | NA             | NA             | NA             | NA             | 535           | 28.3           | 55.2           | 16.7         |
| LANSING-EAST LANSING     | 55.2           | 59.7           | 54.1           | 50.5           | 53.9           | 710           | 28.0           | 95.5           | 72.1         |
| MUSKEGON                 | NA             | NA             | NA             | NA             | NA             | 305           | 16.0           | 25.8           | 9.8          |
| SAGINAW-BAY CITY-MIDLAND | 63.1           | 68.2           | 61.9           | 57.7           | 61.6           | 685           | 42.9           | 78.1           | 21.4         |
| <b>OHIO</b>              | <b>1,572.8</b> | <b>1,675.9</b> | <b>1,551.9</b> | <b>1,513.0</b> | <b>1,486.1</b> | <b>18,630</b> | <b>1,078.1</b> | <b>2,386.1</b> | <b>749.4</b> |
| AKRON                    | 79.6           | 84.9           | 78.6           | 76.6           | 80.3           | 910           | 66.3           | 134.8          | 47.8         |
| CANTON                   | 50.2           | 53.5           | 49.6           | 48.3           | 50.6           | 710           | 43.6           | 79.0           | 19.7         |
| CINCINNATI               | 270.2          | 287.9          | 266.6          | 259.9          | 272.5          | 2,810         | 145.7          | 383.0          | 98.6         |
| CLEVELAND                | 357.4          | 380.8          | 352.6          | 343.8          | 360.4          | 3,780         | 201.7          | 481.4          | 120.6        |
| COLUMBUS                 | 408.2          | 435.0          | 402.8          | 392.7          | 411.7          | 2,900         | 104.1          | 390.9          | 132.9        |
| DAYTON-SPRINGFIELD       | 151.2          | 161.1          | 149.2          | 145.5          | 152.5          | 1,365         | 97.4           | 219.8          | 77.9         |
| TOLEDO                   | 80.5           | 85.8           | 79.4           | 77.4           | 81.2           | 1,575         | 53.3           | 146.6          | 45.7         |
| YOUNGSTOWN-WARREN        | 36.8           | 39.2           | 36.3           | 35.4           | 37.1           | 560           | 48.0           | 100.9          | 25.5         |
| <b>WISCONSIN</b>         | <b>592.3</b>   | <b>648.0</b>   | <b>666.1</b>   | <b>680.0</b>   | <b>722.9</b>   | <b>7,615</b>  | <b>545.4</b>   | <b>1,084.7</b> | <b>354.8</b> |
| APPLETON-OSHKOSH-NEENAH  | NA             | NA             | NA             | NA             | NA             | 1,050         | 52.7           | 69.7           | 18.6         |
| EAU CLAIRE               | NA             | NA             | NA             | NA             | NA             | 225           | 10.9           | 27.4           | 12.1         |
| GREEN BAY                | NA             | NA             | NA             | NA             | NA             | 490           | 22.6           | 52.8           | 12.4         |
| JANESVILLE-BELOIT        | NA             | NA             | NA             | NA             | NA             | 210           | 16.4           | 27.2           | 7.4          |
| KENOSHA                  | NA             | NA             | NA             | NA             | NA             | 180           | 9.8            | 20.5           | 6.4          |
| LA CROSSE                | NA             | NA             | NA             | NA             | NA             | 75            | 10.5           | 28.0           | 7.8          |
| MADISON                  | NA             | NA             | NA             | NA             | NA             | 645           | 26.2           | 108.5          | 62.1         |
| MILWAUKEE                | 258.9          | 281.8          | 290.9          | 298.7          | 321.6          | 2,705         | 170.3          | 391.3          | 89.2         |
| RACINE                   | NA             | NA             | NA             | NA             | NA             | 240           | 25.6           | 34.5           | 8.8          |
| SHEBOYGAN                | NA             | NA             | NA             | NA             | NA             | 150           | 22.3           | 19.4           | 5.6          |
| WAUSAU                   | NA             | NA             | NA             | NA             | NA             | 225           | 15.0           | 23.6           | 6.6          |

### West North Central

|                           | EW estimates     |                  |                  | EW forecasts     |                  | in thousands  |                |                |                |
|---------------------------|------------------|------------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|
|                           | 1988             | 1989             | 1990             | 1991             | 1992             | EC            | M              | F/S/RT         | G              |
| <b>WEST NORTH CENTRAL</b> | <b>\$1,989.4</b> | <b>\$2,148.2</b> | <b>\$2,317.7</b> | <b>\$2,338.6</b> | <b>\$2,489.7</b> | <b>30,795</b> | <b>1,375.1</b> | <b>3,956.0</b> | <b>1,468.7</b> |
| <b>IOWA</b>               | <b>250.3</b>     | <b>273.6</b>     | <b>288.9</b>     | <b>290.0</b>     | <b>304.6</b>     | <b>3,895</b>  | <b>229.6</b>   | <b>596.5</b>   | <b>229.2</b>   |
| CEDAR RAPIDS              | NA               | NA               | NA               | NA               | NA               | 480           | 21.2           | 44.7           | 12.1           |
| DES MOINES                | 65.8             | 71.9             | 75.9             | 76.2             | 80.1             | 650           | 26.0           | 135.5          | 33.3           |
| DUBUQUE                   | NA               | NA               | NA               | NA               | NA               | 130           | 11.1           | 23.3           | 4.0            |
| IOWA CITY                 | NA               | NA               | NA               | NA               | NA               | 145           | 4.6            | 19.6           | 26.4           |
| SIOUX CITY                | NA               | NA               | NA               | NA               | NA               | 185           | 10.7           | 27.3           | 6.5            |
| WATERLOO-CEDAR FALLS      | NA               | NA               | NA               | NA               | NA               | 140           | 16.7           | 32.8           | 13.7           |
| <b>KANSAS</b>             | <b>203.7</b>     | <b>219.8</b>     | <b>236.5</b>     | <b>238.3</b>     | <b>253.1</b>     | <b>3,200</b>  | <b>184.1</b>   | <b>502.2</b>   | <b>220.6</b>   |
| LAWRENCE                  | NA               | NA               | NA               | NA               | NA               | 90            | 4.6            | 16.0           | 12.7           |
| TOPEKA                    | NA               | NA               | NA               | NA               | NA               | 225           | 9.5            | 43.1           | 22.5           |
| WICHITA                   | 51.6             | 55.7             | 60.0             | 60.4             | 64.2             | 1,050         | 63.9           | 114.2          | 30.1           |

# ■ West North Central-continued

|                      | EW estimates |       |       | EW forecasts |       | in thousands |       |         |       |
|----------------------|--------------|-------|-------|--------------|-------|--------------|-------|---------|-------|
|                      | 1988         | 1989  | 1990  | 1991         | 1992  | EC           | M     | F/S/RT  | G     |
| MINNESOTA            | 513.6        | 558.8 | 601.3 | 606.0        | 643.6 | 7,730        | 389.4 | 1,076.3 | 352.7 |
| DULUTH               | NA           | NA    | NA    | NA           | NA    | 230          | 9.0   | 46.0    | 22.9  |
| MINNEAPOLIS-ST. PAUL | 357.5        | 400.7 | 431.2 | 434.5        | 461.5 | 4,970        | 254.5 | 713.1   | 194.3 |
| ROCHESTER            | NA           | NA    | NA    | NA           | NA    | 215          | 11.8  | 40.7    | 7.0   |
| ST. CLOUD            | NA           | NA    | NA    | NA           | NA    | 215          | 14.7  | 38.4    | 14.0  |
| MISSOURI             | 636.2        | 683.7 | 750.7 | 761.3        | 820.3 | 9,405        | 418.8 | 1,119.6 | 380.0 |
| KANSAS CITY          | 213.6        | 229.5 | 252.0 | 255.6        | 275.4 | 2,915        | 107.3 | 393.6   | 125.2 |
| ST. LOUIS            | 340.1        | 380.9 | 418.3 | 424.2        | 457.0 | 5,315        | 213.9 | 613.5   | 149.1 |
| SPRINGFIELD          | NA           | NA    | NA    | NA           | NA    | 420          | 21.2  | 63.2    | 16.0  |
| NEBRASKA             | 182.1        | 190.0 | 201.5 | 202.0        | 212.5 | 4,830        | 100.9 | 378.7   | 153.9 |
| LINCOLN              | NA           | NA    | NA    | NA           | NA    | 2,085        | 14.9  | 57.0    | 35.2  |
| OMAHA                | 91.7         | 95.7  | 101.5 | 101.8        | 107.0 | 1,220        | 38.8  | 195.2   | 50.4  |
| NORTH DAKOTA         | 133.2        | 146.5 | 157.6 | 158.8        | 168.7 | 970          | 17.5  | 133.8   | 67.2  |
| BISMARCK             | NA           | NA    | NA    | NA           | NA    | 180          | 2.4   | 21.7    | 9.2   |
| FARGO-MOORHEAD       | NA           | NA    | NA    | NA           | NA    | 475          | 5.4   | 44.1    | 15.5  |
| GRAND FORKS          | NA           | NA    | NA    | NA           | NA    | 70           | 1.7   | 15.2    | 10.0  |
| SOUTH DAKOTA         | 70.3         | 75.8  | 81.0  | 82.0         | 86.8  | 770          | 34.8  | 148.9   | 65.1  |
| RAPID CITY           | NA           | NA    | NA    | NA           | NA    | 110          | 3.9   | 20.4    | 7.5   |
| SIOUX CITY           | NA           | NA    | NA    | NA           | NA    | 265          | 9.5   | 44.9    | 8.1   |

# ■ South Atlantic

|                                         | EW estimates |           |           | EW forecasts |           | in thousands |         |         |         |
|-----------------------------------------|--------------|-----------|-----------|--------------|-----------|--------------|---------|---------|---------|
|                                         | 1988         | 1989      | 1990      | 1991         | 1992      | EC           | M       | F/S/RT  | G       |
| SOUTH ATLANTIC                          | \$6,327.2    | \$6,740.2 | \$6,742.6 | \$6,247.3    | \$6,678.6 | 100,030      | 3,015.4 | 9,812.4 | 3,707.7 |
| DELAWARE                                | 140.0        | 141.5     | 135.3     | 132.6        | 140.0     | 1,825        | 71.7    | 174.6   | 47.9    |
| WILMINGTON                              | 109.6        | 110.8     | 105.9     | 103.8        | 109.6     | 1,400        | 61.8    | 151.3   | 38.3    |
| D.C.                                    | NA           | NA        | NA        | NA           | NA        | 470          | 15.4    | 344.8   | 276.0   |
| WASHINGTON MSA                          | 944.6        | 1,046.5   | 1,041.8   | 924.1        | 986.1     | 10,390       | 84.2    | 1,248.2 | 591.8   |
| FLORIDA                                 | 1,722.7      | 1,839.8   | 1,716.3   | 1,596.7      | 1,694.9   | 27,565       | 499.6   | 3,152.1 | 885.5   |
| DAYTONA BEACH                           | NA           | NA        | NA        | NA           | NA        | 745          | 12.1    | 73.0    | 22.5    |
| FT. LAUDERDALE-HOLLYWOOD                | 139.4        | 170.3     | 158.9     | 147.8        | 156.9     | 3,600        | 42.1    | 315.7   | 73.1    |
| FT. MYERS-CAPE CORAL                    | 47.2         | 50.4      | 47.0      | 43.8         | 46.5      | 970          | 6.1     | 80.8    | 21.1    |
| GAINESVILLE                             | NA           | NA        | NA        | NA           | NA        | 330          | 5.5     | 47.4    | 38.7    |
| JACKSONVILLE                            | 141.6        | 151.2     | 141.1     | 131.3        | 139.3     | 2,890        | 35.4    | 238.8   | 65.3    |
| LAKELAND-WINTER HAVEN                   | 38.6         | 41.2      | 38.5      | 35.8         | 38.0      | 810          | 21.5    | 82.7    | 24.3    |
| MELBOURNE-TITUSVILLE-FALM BAY           | NA           | NA        | NA        | NA           | NA        | 850          | 29.6    | 89.3    | 24.0    |
| MIAMI-DADE                              | 429.4        | 458.6     | 427.8     | 398.0        | 422.4     | 3,525        | 86.9    | 486.4   | 122.9   |
| ORLANDO                                 | 149.0        | 159.8     | 149.1     | 138.7        | 147.2     | 3,400        | 51.8    | 352.0   | 67.9    |
| PENSACOLA                               | NA           | NA        | NA        | NA           | NA        | 905          | 11.3    | 67.3    | 31.4    |
| SARASOTA                                | NA           | NA        | NA        | NA           | NA        | 630          | 8.5     | 77.9    | 14.2    |
| TALLAHASSEE                             | NA           | NA        | NA        | NA           | NA        | 480          | 4.1     | 55.0    | 54.3    |
| TAMPA-ST. PETERSBURG-CLEARWATER         | 318.0        | 339.6     | 316.8     | 294.7        | 312.8     | 4,260        | 89.8    | 542.1   | 118.4   |
| WEST PALM BEACH-BOCA RATON-DELRAY BEACH | 119.7        | 127.9     | 119.3     | 111.0        | 117.8     | 1,980        | 31.7    | 224.1   | 48.2    |
| GEORGIA                                 | 1,093.8      | 1,147.9   | 1,246.3   | 1,235.0      | 1,356.8   | 13,920       | 539.7   | 1,332.8 | 544.9   |
| ALBANY                                  | NA           | NA        | NA        | NA           | NA        | 435          | 8.3     | 19.7    | 13.8    |

# REGIONAL FACTBOOK

## EAST SOUTH CENTRAL



ALABAMA  
KENTUCKY  
MISSISSIPPI  
TENNESSEE

## WEST SOUTH CENTRAL



ARKANSAS  
LOUISIANA  
OKLAHOMA  
TEXAS

### ■ South Atlantic-continued

|                         | EW estimates   |                |                | EW forecasts |                | in thousands  |              |                |              |
|-------------------------|----------------|----------------|----------------|--------------|----------------|---------------|--------------|----------------|--------------|
|                         | 1988           | 1989           | 1990           | 1991         | 1992           | EC            | M            | F/S/RT         | G            |
| ATHENS                  | NA             | NA             | NA             | NA           | NA             | 60            | 14.8         | 23.7           | 20.5         |
| ATLANTA                 | 736.0          | 767.7          | 833.5          | 825.9        | 907.4          | 8,895         | 167.8        | 745.1          | 231.2        |
| AUGUSTA                 | NA             | NA             | NA             | NA           | NA             | 1,020         | 41.2         | 69.4           | 36.8         |
| COLUMBUS                | NA             | NA             | NA             | NA           | NA             | 580           | 20.5         | 40.4           | 21.8         |
| MACON-WARNER ROBINS     | NA             | NA             | NA             | NA           | NA             | 445           | 18.4         | 55.3           | 35.5         |
| SAVANNAH                | NA             | NA             | NA             | NA           | NA             | 935           | 16.3         | 52.0           | 16.7         |
| <b>MARYLAND</b>         | <b>665.8</b>   | <b>747.6</b>   | <b>763.0</b>   | <b>658.7</b> | <b>702.6</b>   | <b>14,865</b> | <b>198.7</b> | <b>1,179.3</b> | <b>428.4</b> |
| BALTIMORE               | 367.6          | 421.2          | 429.9          | 371.1        | 395.8          | 7,070         | 124.5        | 612.6          | 220.1        |
| <b>NORTH CAROLINA</b>   | <b>937.3</b>   | <b>1,027.8</b> | <b>1,048.5</b> | <b>974.2</b> | <b>1,042.9</b> | <b>15,540</b> | <b>830.3</b> | <b>1,269.8</b> | <b>508.6</b> |
| ASHEVILLE               | NA             | NA             | NA             | NA           | NA             | 910           | 20.0         | 40.6           | 13.1         |
| CHARLOTTE-              |                |                |                |              |                |               |              |                |              |
| GASTONIA-ROCK HILL      | 321.2          | 363.4          | 370.8          | 344.5        | 368.8          | 2,720         | 147.7        | 260.4          | 74.1         |
| GREENSBORO-WINSTON      |                |                |                |              |                |               |              |                |              |
| SALEM-HIGH POINT        | 206.5          | 217.3          | 221.7          | 206.0        | 220.5          | 1,140         | 143.8        | 209.7          | 56.7         |
| RALEIGH-DURHAM          | 144.5          | 158.5          | 161.7          | 150.2        | 160.8          | 2,135         | 63.3         | 208.3          | 94.3         |
| <b>SOUTH CAROLINA</b>   | <b>384.2</b>   | <b>415.1</b>   | <b>409.4</b>   | <b>389.4</b> | <b>389.2</b>   | <b>10,715</b> | <b>367.1</b> | <b>658.4</b>   | <b>299.8</b> |
| CHARLESTON              | 66.8           | 72.2           | 71.2           | 67.7         | 67.7           | 1,630         | 21.1         | 99.7           | 56.6         |
| COLUMBIA                | 71.9           | 77.7           | 76.6           | 72.9         | 72.9           | 1,765         | 27.8         | 117.6          | 70.7         |
| GREENVILLE-SPARTANBURG  | 131.9          | 144.6          | 142.7          | 135.7        | 135.6          | 5,845         | 96.1         | 139.7          | 43.5         |
| <b>VIRGINIA</b>         | <b>1,107.0</b> | <b>1,105.6</b> | <b>1,086.4</b> | <b>946.8</b> | <b>1,021.9</b> | <b>13,245</b> | <b>409.3</b> | <b>1,410.3</b> | <b>589.2</b> |
| BRISTOL                 | NA             | NA             | NA             | NA           | NA             | 180           | 10.7         | 13.5           | 6.2          |
| CHARLOTTESVILLE         | NA             | NA             | NA             | NA           | NA             | 235           | 8.5          | 30.1           | 23.0         |
| DANVILLE                | NA             | NA             | NA             | NA           | NA             | 130           | 14.1         | 15.3           | 5.7          |
| LYNCHBURG               | NA             | NA             | NA             | NA           | NA             | 345           | 23.1         | 33.2           | 10.0         |
| NORFOLK-VIRGINIA BEACH- |                |                |                |              |                |               |              |                |              |
| NEWPORT NEWS            | 169.1          | 168.8          | 165.9          | 144.6        | 156.1          | 2,780         | 64.0         | 286.1          | 137.9        |
| NORTHERN VIRGINIA       | NA             | NA             | NA             | NA           | NA             | 3,680         | 33.3         | 448.6          | 150.2        |
| RICHMOND-PETERSBURG     | 181.9          | 181.7          | 178.5          | 155.6        | 167.9          | 2,980         | 63.6         | 230.9          | 98.6         |
| ROANOKE                 | 54.5           | 54.5           | 53.5           | 46.6         | 50.3           | 1,180         | 19.2         | 65.2           | 16.3         |
| <b>WEST VIRGINIA</b>    | <b>156.7</b>   | <b>182.3</b>   | <b>205.3</b>   | <b>196.8</b> | <b>205.3</b>   | <b>1,880</b>  | <b>83.6</b>  | <b>290.2</b>   | <b>127.4</b> |
| CHARLESTON              | 34.7           | 40.4           | 45.5           | 43.6         | 45.5           | 270           | 10.6         | 59.4           | 19.8         |
| HUNTINGTON-ASHLAND      | NA             | NA             | NA             | NA           | NA             | 445           | 19.3         | 51.8           | 19.5         |
| PARKERSBURG-MARIETTA    | NA             | NA             | NA             | NA           | NA             | 55            | 14.1         | 29.1           | 9.8          |
| WHEELING                | NA             | NA             | NA             | NA           | NA             | 70            | 7.1          | 32.9           | 9.5          |

### ■ East South Central

|                           | EW estimates     |                  |                  | EW forecasts     |                  | in thousands  |                |                |                |
|---------------------------|------------------|------------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|
|                           | 1988             | 1989             | 1990             | 1991             | 1992             | EC            | M              | F/S/RT         | G              |
| <b>EAST SOUTH CENTRAL</b> | <b>\$1,837.2</b> | <b>\$1,942.9</b> | <b>\$2,045.8</b> | <b>\$1,969.7</b> | <b>\$2,073.0</b> | <b>24,140</b> | <b>1,414.4</b> | <b>2,655.9</b> | <b>1,170.4</b> |
| <b>ALABAMA</b>            | <b>522.6</b>     | <b>560.9</b>     | <b>616.3</b>     | <b>599.0</b>     | <b>643.2</b>     | <b>6,690</b>  | <b>379.5</b>   | <b>658.2</b>   | <b>335.4</b>   |
| BIRMINGHAM                | 144.5            | 155.2            | 170.5            | 165.7            | 177.9            | 2,070         | 56.0           | 204.9          | 67.7           |

# ■ East South Central-continued

|                                    | EW estimates |              |              | EW forecasts |              | in thousands |              |              |              |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                    | 1988         | 1989         | 1990         | 1991         | 1992         | EC           | M            | F/S/RT       | G            |
| HUNTSVILLE                         | NA           | NA           | NA           | NA           | NA           | 570          | 32.9         | 55.9         | 32.4         |
| MOBILE                             | 76.0         | 81.6         | 89.7         | 87.2         | 93.6         | 790          | 27.7         | 86.7         | 31.9         |
| MONTGOMERY                         | NA           | NA           | NA           | NA           | NA           | 460          | 17.4         | 61.8         | 35.6         |
| TUSCALOOSA                         | NA           | NA           | NA           | NA           | NA           | 440          | 10.2         | 22.6         | 21.1         |
| <b>KENTUCKY</b>                    | <b>369.3</b> | <b>400.9</b> | <b>431.1</b> | <b>402.9</b> | <b>416.8</b> | <b>6,025</b> | <b>282.3</b> | <b>670.5</b> | <b>271.8</b> |
| LEXINGTON-FAYETTE                  | 59.1         | 64.2         | 69.0         | 64.5         | 66.7         | 1,110        | 32.2         | 93.3         | 44.1         |
| LOUISVILLE                         | 156.3        | 169.7        | 182.5        | 170.5        | 176.4        | 2,040        | 88.2         | 248.3        | 66.3         |
| OWENSBORO                          | NA           | NA           | NA           | NA           | NA           | 475          | 6.5          | 17.1         | 5.8          |
| <b>MISSISSIPPI</b>                 | <b>179.2</b> | <b>169.4</b> | <b>175.5</b> | <b>171.4</b> | <b>171.6</b> | <b>2,530</b> | <b>241.6</b> | <b>356.1</b> | <b>208.4</b> |
| JACKSON                            | 62.0         | 58.6         | 60.7         | 59.3         | 59.3         | 865          | 20.9         | 88.6         | 42.5         |
| <b>TENNESSEE</b>                   | <b>766.0</b> | <b>811.7</b> | <b>822.9</b> | <b>796.4</b> | <b>841.4</b> | <b>8,895</b> | <b>511.0</b> | <b>971.1</b> | <b>354.8</b> |
| CHATTANOOGA                        | 64.9         | 68.7         | 69.7         | 67.4         | 71.2         | 1,250        | 44.5         | 90.8         | 35.0         |
| JOHNSON CITY-KINGSPORT-<br>BRISTOL | 56.8         | 60.2         | 61.0         | 59.1         | 62.4         | 565          | 51.7         | 69.8         | 26.4         |
| KNOXVILLE                          | 104.1        | 110.3        | 111.8        | 108.2        | 114.3        | 1,000        | 47.4         | 121.7        | 51.6         |
| MEMPHIS                            | 227.3        | 240.8        | 244.2        | 236.3        | 249.6        | 2,275        | 60.7         | 229.8        | 77.7         |
| NASHVILLE                          | 274.7        | 291.1        | 295.1        | 285.6        | 301.7        | 2,720        | 87.1         | 259.6        | 70.3         |

# ■ West South Central

|                            | EW estimates     |                  |                  | EW forecasts     |                  | in thousands  |                |                |                |
|----------------------------|------------------|------------------|------------------|------------------|------------------|---------------|----------------|----------------|----------------|
|                            | 1988             | 1989             | 1990             | 1991             | 1992             | EC            | M              | F/S/RT         | G              |
| <b>WEST SOUTH CENTRAL</b>  | <b>\$3,481.2</b> | <b>\$3,850.0</b> | <b>\$4,176.3</b> | <b>\$4,355.6</b> | <b>\$4,581.1</b> | <b>49,095</b> | <b>1,558.9</b> | <b>5,062.1</b> | <b>2,095.1</b> |
| <b>ARKANSAS</b>            | <b>230.1</b>     | <b>265.4</b>     | <b>287.9</b>     | <b>289.1</b>     | <b>308.8</b>     | <b>3,155</b>  | <b>234.8</b>   | <b>400.2</b>   | <b>166.3</b>   |
| FAYETTEVILLE-SPRINGDALE    | NA               | NA               | NA               | NA               | NA               | 230           | 14.1           | 20.9           | 12.3           |
| FT. SMITH                  | NA               | NA               | NA               | NA               | NA               | 180           | 25.8           | 34.2           | 8.9            |
| LITTLE ROCK-N. LITTLE ROCK | 107.9            | 124.4            | 135.0            | 135.5            | 144.7            | 875           | 32.8           | 126.2          | 51.0           |
| PINE BLUFF                 | NA               | NA               | NA               | NA               | NA               | 70            | 6.8            | 14.1           | 8.1            |
| <b>LOUISIANA</b>           | <b>479.8</b>     | <b>572.7</b>     | <b>640.8</b>     | <b>694.4</b>     | <b>705.7</b>     | <b>9,080</b>  | <b>183.7</b>   | <b>736.7</b>   | <b>337.6</b>   |
| ALEXANDRIA                 | NA               | NA               | NA               | NA               | NA               | 200           | 3.2            | 21.9           | 13.2           |
| BATON ROUGE                | 95.0             | 113.4            | 126.9            | 137.5            | 139.8            | 2,780         | 23.2           | 108.0          | 54.3           |
| HOUMA-THIBODAUX            | NA               | NA               | NA               | NA               | NA               | 90            | 5.9            | 24.0           | 11.2           |
| LAFAYETTE                  | 39.8             | 47.5             | 53.1             | 57.6             | 58.5             | 775           | 9.4            | 45.4           | 14.1           |
| LAKE CHARLES               | NA               | NA               | NA               | NA               | NA               | 425           | 10.8           | 29.2           | 11.3           |
| MONROE                     | NA               | NA               | NA               | NA               | NA               | 345           | 7.9            | 28.8           | 12.0           |
| NEW ORLEANS                | 217.3            | 259.4            | 290.2            | 314.5            | 319.6            | 3,060         | 45.6           | 286.9          | 91.2           |
| SHREVEPORT                 | 73.9             | 88.2             | 98.7             | 106.9            | 108.6            | 540           | 17.1           | 63.4           | 26.7           |
| <b>OKLAHOMA</b>            | <b>278.2</b>     | <b>293.4</b>     | <b>318.9</b>     | <b>332.3</b>     | <b>354.8</b>     | <b>3,895</b>  | <b>166.5</b>   | <b>543.2</b>   | <b>269.9</b>   |
| ENID                       | NA               | NA               | NA               | NA               | NA               | 55            | 1.5            | 10.6           | 4.0            |
| LAWTON                     | NA               | NA               | NA               | NA               | NA               | 75            | 3.5            | 14.6           | 12.1           |
| OKLAHOMA CITY              | 118.6            | 125.1            | 136.0            | 141.7            | 151.3            | 1,430         | 47.9           | 210.4          | 103.6          |
| TULSA                      | 94.8             | 100.0            | 108.7            | 113.3            | 120.9            | 1,200         | 56.5           | 150.1          | 39.5           |
| <b>TEXAS</b>               | <b>2,493.1</b>   | <b>2,718.5</b>   | <b>2,928.6</b>   | <b>3,039.8</b>   | <b>3,211.8</b>   | <b>32,960</b> | <b>973.9</b>   | <b>3,382.1</b> | <b>1,321.3</b> |
| ABILENE                    | NA               | NA               | NA               | NA               | NA               | 230           | 4.5            | 25.4           | 9.2            |
| AMARILLO                   | NA               | NA               | NA               | NA               | NA               | 205           | 8.7            | 38.0           | 15.2           |
| AUSTIN                     | 133.3            | 145.3            | 156.6            | 162.5            | 171.7            | 1,155         | 48.6           | 175.1          | 111.5          |
| BEAUMONT-PORT ARTHUR       | 41.7             | 45.4             | 48.9             | 50.8             | 53.7             | 1,515         | 25.6           | 65.4           | 21.7           |
| BRAZORIA                   | NA               | NA               | NA               | NA               | NA               | 2,305         | 16.8           | 20.8           | 12.6           |
| BROWNSVILLE-HARLINGEN      | NA               | NA               | NA               | NA               | NA               | 225           | 11.9           | 36.2           | 17.9           |
| BRYAN-COLLEGE STATION      | NA               | NA               | NA               | NA               | NA               | 205           | 3.4            | 20.2           | 24.9           |
| CORPUS CHRISTI             | 38.8             | 42.3             | 45.6             | 47.3             | 50.0             | 1,035         | 12.3           | 62.4           | 31.6           |
| DALLAS                     | 739.1            | 805.9            | 868.2            | 901.2            | 952.2            | 5,515         | 214.2          | 745.2          | 163.9          |
| EL PASO                    | 101.9            | 111.1            | 119.7            | 124.2            | 131.2            | 545           | 41.0           | 89.2           | 45.0           |

# REGIONAL FACTBOOK



ARIZONA  
COLORADO  
IDAHO  
MONTANA  
NEVADA  
NEW MEXICO  
UTAH  
WYOMING



ALASKA  
CALIFORNIA  
HAWAII  
OREGON  
WASHINGTON

## West South Central-continued

|                          | EW estimates |       |       | EW forecasts |       | in thousands |       |        |       |
|--------------------------|--------------|-------|-------|--------------|-------|--------------|-------|--------|-------|
|                          | 1988         | 1989  | 1990  | 1991         | 1992  | EC           | M     | F/S/RT | G     |
| FT. WORTH-ARLINGTON      | 226.9        | 247.5 | 266.6 | 276.7        | 292.4 | 2,625        | 106.3 | 272.4  | 79.3  |
| GALVESTON-TEXAS CITY     | NA           | NA    | NA    | NA           | NA    | 270          | 8.6   | 31.0   | 22.9  |
| HOUSTON                  | 662.6        | 707.9 | 760.6 | 825.3        | 869.0 | 8,350        | 176.9 | 813.9  | 215.0 |
| KILLEEN-TEMPLE           | NA           | NA    | NA    | NA           | NA    | 260          | 8.5   | 32.6   | 23.0  |
| LAREDO                   | NA           | NA    | NA    | NA           | NA    | 75           | 1.6   | 19.7   | 10.2  |
| LONGVIEW-MARSHALL        | NA           | NA    | NA    | NA           | NA    | 315          | 16.1  | 28.4   | 9.0   |
| LUBBOCK                  | 31.1         | 33.9  | 36.5  | 37.9         | 40.1  | 560          | 6.9   | 51.0   | 23.4  |
| McALLEN-EDINBURG-MISSION | 22.2         | 24.2  | 26.1  | 27.1         | 28.6  | 400          | 13.0  | 45.3   | 27.1  |
| MIDLAND                  | NA           | NA    | NA    | NA           | NA    | 215          | 2.3   | 19.4   | 7.2   |
| ODESSA                   | NA           | NA    | NA    | NA           | NA    | 560          | 4.4   | 18.5   | 8.3   |
| SAN ANGELO               | NA           | NA    | NA    | NA           | NA    | 155          | 4.9   | 16.9   | 7.9   |
| SAN ANTONIO              | 178.8        | 195.0 | 210.0 | 218.0        | 230.4 | 2,195        | 43.5  | 277.5  | 122.5 |
| SHERMAN-DENISON          | NA           | NA    | NA    | NA           | NA    | 300          | 10.8  | 17.2   | 4.5   |
| TEXARKANA                | NA           | NA    | NA    | NA           | NA    | 165          | 6.5   | 20.6   | 11.5  |
| TYLER                    | NA           | NA    | NA    | NA           | NA    | 110          | 10.6  | 30.9   | 9.9   |
| VICTORIA                 | NA           | NA    | NA    | NA           | NA    | 115          | 3.1   | 13.8   | 5.5   |
| WACO                     | NA           | NA    | NA    | NA           | NA    | 275          | 15.8  | 40.8   | 13.5  |
| WICHITA FALLS            | NA           | NA    | NA    | NA           | NA    | 220          | 8.0   | 22.9   | 9.8   |

## Mountain

|                  | EW estimates |           |           | EW forecasts |           | in thousands |       |         |         |
|------------------|--------------|-----------|-----------|--------------|-----------|--------------|-------|---------|---------|
|                  | 1988         | 1989      | 1990      | 1991         | 1992      | EC           | M     | F/S/RT  | G       |
| MOUNTAIN         | \$1,607.0    | \$1,677.5 | \$1,755.4 | \$1,821.1    | \$1,910.1 | 25,925       | 642.5 | 3,065.3 | 1,178.9 |
| ARIZONA          | 442.5        | 447.6     | 463.9     | 467.9        | 505.1     | 6,090        | 180.2 | 817.1   | 275.1   |
| PHOENIX          | 277.8        | 281.1     | 291.3     | 293.6        | 317.2     | 4,215        | 134.0 | 555.7   | 142.3   |
| TUCSON           | 71.2         | 72.0      | 74.6      | 75.2         | 81.3      | 1,065        | 25.9  | 139.7   | 60.0    |
| COLORADO         | 401.0        | 426.2     | 426.9     | 453.2        | 470.9     | 7,480        | 190.2 | 785.3   | 291.0   |
| BOULDER-LONGMONT | C            | C         | C         | C            | C         | 405          | 30.0  | 51.3    | 24.4    |
| COLORADO SPRINGS | 32.1         | 34.2      | 34.2      | 36.3         | 37.8      | NR           | NR    | NR      | NR      |
| DENVER           | 290.7        | 308.9     | 309.4     | 328.5        | 341.4     | 4,400        | 92.4  | 451.3   | 135.2   |
| IDAHO            | 114.5        | 131.3     | 145.3     | 160.7        | 163.2     | 1,580        | 62.5  | 176.5   | 86.5    |
| BOISE CITY       | NA           | NA        | NA        | NA           | NA        | 320          | 16.2  | 51.5    | 20.4    |
| MONTANA          | 74.9         | 78.1      | 83.2      | 86.5         | 90.2      | 1,065        | 22.1  | 150.9   | 72.7    |
| NEVADA           | 175.6        | 185.1     | 195.6     | 188.8        | 201.4     | 3,760        | 26.7  | 411.6   | 83.8    |
| LAS VEGAS        | 109.7        | 115.7     | 122.3     | 118.0        | 125.9     | 3,060        | 10.5  | 267.4   | 43.6    |
| RENO             | 54.9         | 57.9      | 61.1      | 59.0         | 62.9      | 610          | 8.9   | 91.8    | 19.9    |
| NEW MEXICO       | 148.1        | 149.6     | 157.2     | 164.2        | 170.4     | 2,440        | 42.8  | 285.6   | 153.5   |
| ALBUQUERQUE      | 119.5        | 120.7     | 126.8     | 132.5        | 137.5     | 1,135        | 20.6  | 139.7   | 50.4    |
| LAS CRUCES       | NA           | NA        | NA        | NA           | NA        | 140          | 3.4   | 17.2    | 18.6    |
| SANTA FE         | NA           | NA        | NA        | NA           | NA        | 210          | 1.9   | 28.3    | 24.5    |

# ■ Mountain-continued

|                      | EW estimates |       |       | EW forecasts |       | in thousands |       |        |       |
|----------------------|--------------|-------|-------|--------------|-------|--------------|-------|--------|-------|
|                      | 1988         | 1989  | 1990  | 1991         | 1992  | EC           | M     | F/S/RT | G     |
| <b>UTAH</b>          | 212.0        | 221.5 | 243.1 | 258.0        | 264.8 | 2,670        | 108.8 | 355.7  | 158.3 |
| PROVO-OREM           | NA           | NA    | NA    | NA           | NA    | 205          | 14.3  | 55.3   | 15.6  |
| SALT LAKE CITY-OGDEN | 188.2        | 196.9 | 215.8 | 229.0        | 235.1 | 1,960        | 70.0  | 244.1  | 103.2 |
| <b>WYOMING</b>       | 38.4         | 38.1  | 40.2  | 42.2         | 44.0  | 845          | 9.2   | 82.7   | 58.0  |
| CASPER               | NA           | NA    | NA    | NA           | NA    | NR           | 1.8   | 14.5   | 5.4   |

# ■ Pacific

|                          | EW estimates |           |           | EW forecasts |           | in thousands |         |         |         |
|--------------------------|--------------|-----------|-----------|--------------|-----------|--------------|---------|---------|---------|
|                          | 1988         | 1989      | 1990      | 1991         | 1992      | EC           | M       | F/S/RT  | G       |
| <b>PACIFIC</b>           | \$6,158.2    | \$7,027.0 | \$7,433.4 | \$6,955.4    | \$7,323.5 | 77,455       | 2,647.1 | 8,702.5 | 2,972.0 |
| <b>ALASKA</b>            | 62.2         | 83.7      | 91.3      | 103.8        | 109.4     | 915          | 18.2    | 100.2   | 71.5    |
| <b>CALIFORNIA</b>        | 5,033.6      | 5,653.5   | 5,995.7   | 5,580.4      | 5,939.4   | 57,630       | 2,038.9 | 6,632.0 | 2,135.3 |
| ANAHEIM-SANTA ANA        | 521.3        | 587.0     | 622.5     | 579.4        | 616.7     | 6,930        | 245.2   | 664.9   | 131.2   |
| BAKERSFIELD              | 78.0         | 87.7      | 93.0      | 86.5         | 92.1      | 1,465        | 10.9    | 74.4    | 46.5    |
| FRESNO                   | 66.6         | 74.8      | 79.4      | 73.9         | 78.6      | 1,180        | 26.6    | 113.1   | 56.1    |
| LOS ANGELES-LONG BEACH   | 1,762.3      | 1,900.8   | 2,051.6   | 1,895.5      | 2,013.4   | 15,745       | 818.1   | 2,219.4 | 544.5   |
| MODESTO                  | NA           | NA        | NA        | NA           | NA        | 645          | 23.4    | 53.0    | 21.8    |
| OAKLAND                  | 326.4        | 339.2     | 359.7     | 334.8        | 356.3     | 4,245        | 112.7   | 444.2   | 172.6   |
| OXNORD-VENTURA           | 223.1        | 250.6     | 265.7     | 247.3        | 263.2     | 1,625        | 31.1    | 113.0   | 44.8    |
| RIVERSIDE-SAN BERNARDINO | 227.4        | 255.4     | 270.9     | 252.1        | 268.3     | 5,300        | 88.7    | 384.2   | 156.6   |
| SACRAMENTO               | 150.2        | 168.7     | 178.9     | 166.5        | 177.2     | 2,765        | 44.7    | 301.5   | 189.0   |
| SALINAS-SEASIDE-MONTEREY | NA           | NA        | NA        | NA           | NA        | NA           | 10.8    | 57.9    | 29.0    |
| SAN DIEGO                | 410.2        | 462.1     | 490.1     | 515.0        | 597.8     | 4,205        | 131.4   | 540.3   | 182.1   |
| SAN FRANCISCO            | 449.3        | 466.8     | 495.1     | 460.8        | 490.4     | 3,795        | 78.1    | 580.2   | 142.2   |
| SAN JOSE                 | 334.5        | 375.7     | 398.4     | 370.8        | 394.7     | 3,725        | 255.9   | 381.0   | 90.7    |
| SANTA BARBARA-LOMPOC     |              |           |           |              |           |              |         |         |         |
| SANTA MARIA              | 33.4         | 37.6      | 39.8      | 37.1         | 39.5      | 660          | 21.3    | 78.6    | 29.9    |
| SANTA ROSA-PETALUMA      | 39.0         | 43.8      | 46.5      | 43.3         | 46.0      | 560          | 21.5    | 75.4    | 25.5    |
| STOCKTON                 | 55.7         | 62.6      | 66.4      | 61.8         | 65.8      | 655          | 24.2    | 71.0    | 35.1    |
| VALLEJO-FAIRFIELD-NAPA   | NA           | NA        | NA        | NA           | NA        | 1,116        | 12.2    | 66.6    | 38.0    |
| <b>HAWAII</b>            | 116.0        | 136.0     | 141.9     | 133.3        | 138.4     | 2,575        | 20.2    | 307.2   | 110.9   |
| HONOLULU                 | 105.3        | 123.4     | 128.8     | 121.0        | 125.7     | 1,970        | 15.1    | 231.0   | 92.3    |
| <b>OREGON</b>            | 375.8        | 469.6     | 481.7     | 443.3        | 442.6     | 5,240        | 205.1   | 622.4   | 233.4   |
| EUGENE-SPRINGFIELD       | 33.3         | 41.6      | 42.6      | 39.2         | 39.2      | 345          | 18.6    | 57.1    | 25.8    |
| MEDFORD                  | NA           | NA        | NA        | NA           | NA        | NA           | 7.3     | 27.3    | 9.8     |
| PORTLAND                 | 232.9        | 291.0     | 298.4     | 274.7        | 274.2     | 3,045        | 102.0   | 335.0   | 87.9    |
| SALEM                    | NA           | NA        | NA        | NA           | NA        | 360          | 13.9    | 48.3    | 32.7    |
| <b>WASHINGTON</b>        | 570.5        | 684.2     | 722.8     | 694.5        | 693.7     | 11,095       | 364.7   | 1,040.7 | 420.9   |
| SEATTLE                  | 321.9        | 386.0     | 407.8     | 391.9        | 391.4     | 5,995        | 219.0   | 531.8   | 155.1   |
| SPOKANE                  | 53.8         | 64.5      | 68.1      | 65.5         | 65.4      | NR           | NR      | NR      | NR      |
| TAKOMA                   | 66.1         | 79.2      | 83.7      | 80.4         | 80.3      | NR           | NR      | NR      | NR      |
| YAKIMA                   | 38.5         | 46.2      | 48.8      | 46.9         | 46.9      | NR           | NR      | NR      | NR      |

## NOTES TO THE REGIONAL FACTBOOK TABLES

PRODUCT MIX source: ELECTRICAL WHOLESALING survey conducted in 1989.  
CUSTOMER MIX source: ELECTRICAL WHOLESALING survey conducted in 1989.  
MARKET MIX source: ELECTRICAL WHOLESALING survey conducted in 1985.

ELECTRICAL WHOLESALERS' SALES: All sales figures have been benchmarked to the 1987 Census of Wholesale Trade data for merchant wholesalers of electrical apparatus and supplies, S.I.C. 5063. Sales figures for 1988, 1989 and 1990 represent ELECTRICAL WHOLESALING's best estimates and were derived from ELECTRICAL WHOLESALING surveys conducted in the following year. Sales forecasts for 1991 and 1992 are based on electrical wholesalers' forecasts, gathered in an ELECTRICAL WHOLESALING survey conducted in July 1991. All sales figures in this report are our best estimates and should be taken as reasonable approximations rather than as absolute fact. MSA - Metropolitan Statistical Area.

EMPLOYMENT sources: Employment and Earnings, U.S. Department of Labor, Bureau of Labor Statistics; County Business Patterns: 1986, U.S. Department of Commerce, Bureau of the Census. Data for electrical contractors' employees and for employment in retail trade estimated by ELECTRICAL WHOLESALING.